

# **SEMINAR ON THE BENEFITS OF PLANT VARIETY PROTECTION**

Organised by  
**THE COMMUNITY PLANT VARIETY OFFICE**

In collaboration with  
**THE MINISTRY OF AGRICULTURE AND FOODSTUFFS**  
and  
**THE EXECUTIVE AGENCY FOR VARIETY TESTING,  
FIELD INSPECTION AND SEED CONTROL**

**20 September 2018**  
**Sofia, Bulgaria**

**VENUE: Hotel HILTON Sofia**  
1, Bulgaria Blvd 1421 Sofia, Bulgaria

# AGENDA OF THE SEMINAR

- 08 :30 – 09 :00 Registration and coffee
- 09 :00 – 09 :15 Opening address by the Minister or Deputy (*to be confirmed*),  
Ministry of Agriculture and Foodstuffs
- 09 :15 – 09 :30 Welcome by Martin Ekvad, President of the CPVO

## **SESSION 1 : GOVERNMENT AND INDUSTRY INITIATIVES IN THE REGION**

**CHAIR: MARIEN VALSTAR**

The objective of session 1 is to inform the audience on EU plant variety rights in general terms. Speakers of Bulgaria, Czech Republic and Serbia will present the organisation of the PVP system in their country respectively, as well as any other relevant and related matters. A presentation on the role of PVP in supporting public-private partnerships will be made. Q&A will close session 1.

- 09 :30 – 09 :55 The EU plant variety rights system  
*Francesco Mattina, Vice-President CPVO*
- 09 :55 – 10 :20 Aspects of the plant industry in Bulgaria  
*Bistra Pavlovska, IASAS*
- 10 :20 – 10 :45 Role of plant variety protection in supporting public-private  
partnerships  
*Peter Button, UPOV*

10 :45 – 11 :15

**COFFEE BREAK**



- 11 :15 – 11:35 Wheat breeding challenges and opportunities in the Balkan region  
*Borislav Kobiljski, BIOGRANUM R&D in Agriculture*
- 11:35 – 11 :55 Royalty collection system in Czech Republic  
*Ivo Sedláček, Selgen a.s.*
- 11 :55 – 12 :45 Questions and Answers

12 :45 – 14 :00	<b>BUFFET - LUNCH</b>
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## **SESSION 2 : THE BENEFITS OF PLANT VARIETY RIGHTS - CHAIR: MARTIN EKVAD**

The objective of session 2 is to delve into the benefits of PVP for breeders and farmers as well as into the strategies used in protecting PVRs. The perspective of the farmers will be brought forward, and this session will also be closed with Q&A.

- 14 :00 – 14 :20 Benefits of plant variety protection for breeders, farmers and society  
*Peter Button, UPOV*
- 14 :20 – 14 :40 The use of plant variety protection in public research offices and public-private partnerships: a case study from the University of Bologna  
*Barbara Mila Novak, University of Bologna*
- 14 :40 – 15 :00 Benefits of plant variety protection; farmers perspective  
*Thor Gunnar Kofoed, COPA-COGECA*
- 15 :00 – 15 :45 Questions and Answers

15 :45 -16 :15	<b>COFFEE BREAK</b>
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### SESSION 3 : ENFORCEMENT - CHAIR: MARTIN EKVAD

The objective of session 3 is to present an overview of the system of royalty collection in Central Europe and to focus more specifically on the challenges in enforcing plant variety rights. This final session will be closed with Q&A.

16:15 – 16:30	Chairman's introduction
16:30 – 16:50	How to secure value creation and incentive to European breeders community: Development of royalty collection organizations and schemes <i>Eric Devron, SICASOV</i>
16:50– 17:10	Challenges in enforcing plant variety rights (Part 2) <i>Antonio Villarroel, ANOVE</i>
17:10 – 18 :00	Questions and Answers
18:00	Closing of the seminar

18:00 – 19:30

**COCKTAIL**

